

REMARKS

The Official Action dated September 22, 2006, has been carefully reviewed and the following response is presented thereto. The Official Action rejected claims 1 through 24 under 35 U.S.C. §101 as being directed to non-statutory subject matter.

Claims 1 through 24 also stand rejected in a prior Official Action, dated March 22, 2006 as being unpatentable under 35 U.S.C. 102(e) over (1) E-BUSINESS TERADATA @ACTIVE WAREHOUSE, INSTALLATION AND CUSTOMIZATION GUIDE, RELEASE 3.0, dated January 2001; (2) E-BUSINESS TERADATA @ACTIVE WAREHOUSE 2.0, INSTALLATION AND CUSTOMIZATION GUIDE, dated June 2000; and (3) PR Newswire “NCR Expands E-Business Data Warehouse Offer”, press release, 25 September 2000.

The foregoing amendment requests the cancellation of claims 1 and 2 to further the prosecution of the present application.

Rejection of Claims 3 through 24 under 35 U.S.C. §101

The rejection of claims 1 through 24 under 35 U.S.C. §101 is respectfully traversed. Claims 3 through 12 of the present application are each directed to a database system for storing and managing information for an E-Business retailer. Each one of claims 3 through 8 recites a database system for storing and managing information for an E-Business retailer, said information including information obtained from and about customers and potential customers of said E-Business retailer, said information being organized within said database system in accordance with a logical data model, said logical data model including:

a subject area including a plurality of entities and relationships defining the manner in which privacy policy and privacy consent information governing the collection and use of information from and about customers and potential

customers by said E-Business retailer is stored and organized within a database;
wherein said subject area includes:

- an entity including attributes relating to privacy consent default values for customers and potential customers of said E-Business retailer;

- an entity including attributes relating to high-level privacy consent values selected by said customers and potential customers of said E-Business retailer;

- an entity including attributes relating to privacy consent values selected by said customers and potential customers for a plurality of privacy categories defined by the Platform for Privacy Preference (P3P); and

- an entity including attributes relating to privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers.

Each one of claims 9 through 12 recites a database system for storing and managing information for an E-Business retailer, said information including information obtained from and about customers and potential customers of said E-Business retailer, database system comprising:

- a logical data model including a plurality of entities and relationships defining the manner in which privacy policy and privacy consent information governing the collection and use of information from and about customers and potential customers by said E-Business retailer is stored and organized within a database;

- a database table within said database containing privacy consent default values for customers and potential customers of said E-Business retailer;

- a database table within said database containing high-level privacy consent values selected by said customers and potential customers of said E-Business retailer;

a database table within said database containing privacy consent values selected by said customers and potential customers for a plurality of privacy categories defined by the Platform for Privacy Preference (P3P); and

a database table within said database containing privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers.

Claims 13 through 20 are each directed to a customer relationship management system for storing and managing information for an E-Business retailer, said customer relationship management system comprising:

a database for storing and organizing information obtained from and about customers and potential customers of said E-Business retailer;

a logical data model defining the manner in which said information is stored and related within said database; and

a subject area within said logical data model including a plurality of entities and relationships defining the manner in which privacy policy and privacy consent information governing the collection and use of information from and about customers and potential customers by said E-Business retailer is stored and organized within a database; wherein said subject area includes:

an entity including attributes relating to privacy consent default values for customers and potential customers of said E-Business retailer;

an entity including attributes relating to high-level privacy consent values selected by said customers and potential customers of said E-Business retailer;

an entity including attributes relating to privacy consent values selected by said customers and potential customers for a plurality of privacy categories defined by the Platform for Privacy Preference (P3P); and

an entity including attributes relating to privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers.

Claims 21 through 24 are each directed to method for managing information for an E-Business retailer, said method comprising the steps of:

establishing a database for storing and organizing information obtained from and about customers and potential customers of said E-Business retailer; and

establishing a logical data model defining the manner in which said information obtained from and about said customers and potential customers is stored and related within said database; and

establishing within said logical data model a plurality of entities and relationships defining the manner in which privacy policy and privacy consent information governing the collection and use of information from and about said customers and potential customers by said E-Business retailer is stored and organized within a database; wherein said plurality of entities includes:

an entity including attributes relating to privacy consent default values for customers and potential customers of said E-Business retailer;

an entity including attributes relating to high-level privacy consent values selected by said customers and potential customers of said E-Business retailer;

an entity including attributes relating to privacy consent values selected by said customers and potential customers for a plurality of privacy categories defined by the Platform for Privacy Preference (P3P); and

an entity including attributes relating to privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers.

The utility of data warehouse systems is believed to be well established. Applicant asserts that the choice of information and the organization of that information within a database have a direct impact on the usefulness of the database, the size of the database, and the efficiency in which data can be extracted from the database, e.g., the ability to execute queries and the execution time of those queries.

Applicant believes that claims 3 through 12, which each directed to a database system for storing and managing information for an E-Business retailer, each define an invention which provides useful, concrete and tangible results for an E-Business retailer. Similarly, Applicant believes that claims 13 through 20, which are each directed to a customer relationship management system for storing and managing information for an E-Business retailer, and claims 21 through 24, which are directed to a method for managing information for an E-Business retailer, each define an invention which provides useful, concrete and tangible results for a retail enterprise. Accordingly, it is believed that claims 3 through 24 each recite an invention directed to patentable subject matter within the meaning of 35 U.S.C. §101.

Rejection of Claims 3 through 24 under 35 U.S.C. §102(e)

The rejection of claims 3 through 24 under 35 U.S.C. §102(e) as being unpatentable over (1) E-BUSINESS TERADATA @ACTIVE WAREHOUSE, INSTALLATION AND CUSTOMIZATION GUIDE, RELEASE 3.0, dated January 2001; (2) E-BUSINESS TERADATA @ACTIVE WAREHOUSE 2.0, INSTALLATION AND CUSTOMIZATION GUIDE, dated June 2000; and (3) PR Newswire "NCR Expands E-Business Data Warehouse Offer", press release, 25 September 2000 is respectfully traversed.

As stated in Applicant's July 24, 2006 reply to the Official Action of March 22, 2006, the 2.0 and 3.0 releases of the E-Business Teradata @ctive Warehouse Installation and Customization Guides were NCR Corporation confidential information products published for internal NCR Corporation use only. The intended audience for these documents was NCR Professional Services personnel for use in planning and executing customer engagements in the field. The documents are identified as confidential in the preface to the guides. The preface to the 2.0 release of the E-Business Teradata @ctive Warehouse Installation and Customization Guide, at page vii, first paragraph, includes the following statement:

This book describes the components of NCR's E-Business Teradata @ctive Warehouse (EBTAW) Release 2.0 product and discusses how these components can be used when implementing an NCR Teradata RDBMS Data Warehouse at an E-Business, site. The intended audience is NCR Professional Services personnel who will be planning and executing such customer engagements in the field. This document is an NCR confidential information product and is for internal NCR use only.

Similarly, the preface to the 3.0 release of the E-Business Teradata @ctive Warehouse Installation and Customization Guide, at page vii, first paragraph, includes the following statement:

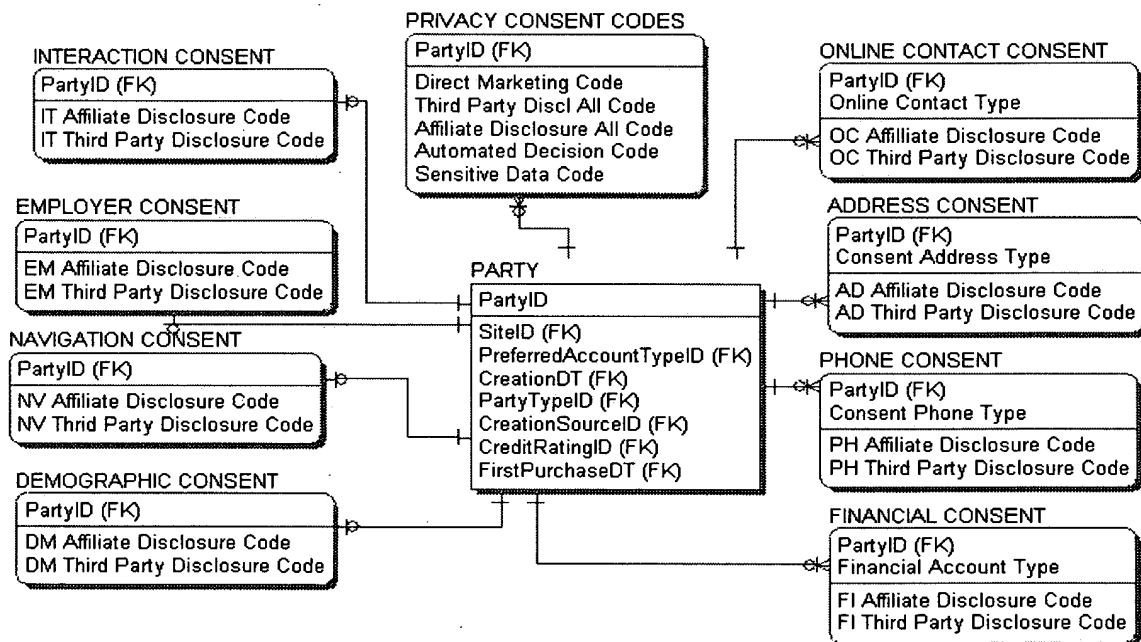
This book describes the components of NCR's E-Business Teradata @ctive Warehouse (EBTAW) Release 3.0 product and discusses how these components can be used when implementing an NCR Teradata RDBMS Data Warehouse at an E-Business, site. The intended audience is NCR Professional Services personnel who will be planning and executing such customer engagements in the field. This document is an NCR confidential information product and is for internal NCR use only.

Despite the confidentiality of the 2.0 and 3.0 releases of the E-Business Teradata @ctive Warehouse Installation and Customization Guides, the claims of the present application are directed to features of the E-Business Teradata @ctive Warehouse that are not contained in the 2.0 and 3.0 releases of the E-Business

Teradata @ctive Warehouse, or described in the 2.0 and 3.0 releases of the E-Business Teradata @ctive Warehouse Installation and Customization Guide.

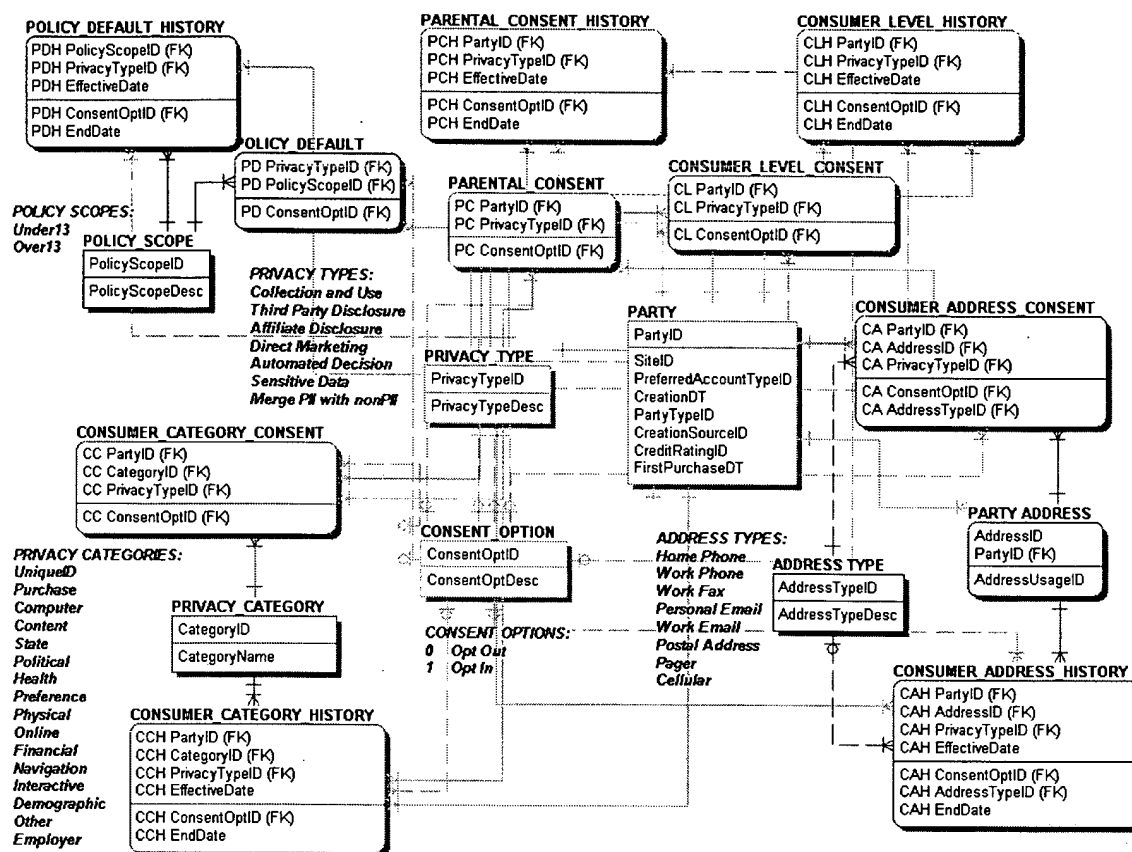
The 2.0 and 3.0 releases of the E-Business Teradata @ctive Warehouse illustrate the form and structure of the E-Business Teradata @ctive Warehouse, the E-Business logical data model, and more particularly the privacy subject area and privacy features as of June 2000 and January 2001, respectively.

Figure 1, immediately below, shows the design of the privacy subject area as illustrated and described in both the 2.0 and 3.0 releases of the E-Business Teradata @ctive Warehouse Installation and Customization Guide.



1. Privacy Subject Area in EBTAW 2.0 & 3.0

Figure 2, provided below, shows the design of the privacy subject area as illustrated and described in the present patent application. The privacy subject area, as shown above in Figure 2, is illustrated in Figures 11A through 11F of the present application.



2. Privacy Subject Area in Application SN 09/990,441

Figure 2 above illustrates a privacy subject area which is significantly different from the privacy subject area illustrated and described in the 2.0 and 3.0 releases of the E-Business Teradata @active Warehouse Installation and Customization Guide.

The claims of the present application are directed to privacy features of the E-Business Teradata @active Warehouse that are not contained in the 2.0 and 3.0 releases of the E-Business Teradata @active Warehouse, or described in the 2.0 and 3.0 releases of the E-Business Teradata @active Warehouse Installation and Customization Guide. For example, each of the independent claims in the present application includes limitations concerning storing, within a database, privacy policy and privacy consent information including: privacy

consent default values for customers and potential customers of said E-Business retailer; privacy consent values selected by said customers and potential customers for a plurality of privacy categories defined by the Platform for Privacy Preference (P3P); and privacy consent values selected by said customers and potential customers for different addresses of said customers and potential customers. These limitations, which are recited in each of the independent claims of the present application, are not part of the 2.0 and 3.0 releases of the E-Business Teradata @ctive Warehouse, and are not described in the 2.0 and 3.0 releases of the E-Business Teradata @ctive Warehouse.

The privacy features described and claimed in the present application were not publicly disclosed or included in a product sold or offered for sale prior to the filing date of the present application.

In view of the foregoing amendments and remarks, it is believed that the application is in condition for allowance. Early and favorable action is respectfully requested.

Respectfully submitted,



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